

Senior marketing leader with **14+ years** building growth engines across marketplaces, fintech, and crypto. Currently **CMO at Takhfifan**; previously founded and led **VXTORO**, a crypto exchange serving 6 markets across MENA and Eurasia. I work at the intersection of strategy and execution — building the playbooks and leading the teams that make them real.

EXPERIENCE

Chief Marketing Officer

Feb 2026 - Present

Takhfifan — Iran's largest cashback & voucher platform

Tehran

Leading marketing strategy and execution with full ownership of online and offline campaigns across three growth engines.

- › Own strategy across **cashback, core deals, and B2B boosting**
- › Rebuilt KPI/OKR structure across cashback, vouchers, entertainment, and Takhfifan Pay
- › Built attribution on Metabase, operating without GA, Firebase, or WebEngage
- › Lead cross-functional team across content, performance, creative, and offline ops

Chief Executive Officer

Oct 2024 - Feb 2026

VXTORO — Crypto Exchange

Tehran

Built VXTORO from zero — a crypto exchange focused on retention, liquidity, and active traders across 6 markets in MENA and Eurasia.

- › Founded end-to-end: **named the brand, defined the product, shaped market position**
- › Acquired users across Saudi Arabia, Turkey, Iraq, UAE, Iran, and Georgia, with Turkey and Iran leading adoption
- › Designed every operational process: product, tech, marketing, ops, and compliance
- › Owned GTM strategy: positioning, ICP, pricing, channel mix, and acquisition playbook
- › Ran product and engineering decisions alongside the CTO
- › Hired and led the founding team across product, tech, marketing, and operations

Chief Marketing Officer

Apr 2024 - Oct 2024

iXBROKER — Forex Broker

Istanbul

Founded the marketing function at an Iranian forex broker entering a competitive retail FX market.

- › Built the marketing team from zero across performance, content, and brand
- › Designed GTM strategy: positioning, ICP, channel mix, and acquisition funnel
- › Set up KPI structure and reporting layer from day one

AT A GLANCE

- 14+** Years in marketing, fintech & crypto
- 6** Markets acquired across MENA & Eurasia
- 38%** CAC reduction at HippoWallet
- 24k** Active paying customers at Pulsein

SKILLS

STRATEGY

- Growth Strategy
- Go-to-Market
- Brand Strategy
- Multi-Market Acquisition
- Marketplace Growth
- Fintech & Crypto
- Team Building

EXECUTION

- Performance Marketing
- B2B & B2C
- SEO
- Paid Search & Social
- Marketing Automation
- Lifecycle & Retention
- CRO
- A/B Testing

TOOLS

- Metabase
- GA4
- GTM
- Dune
- Segment
- WebEngage
- ActiveCampaign
- Hotjar
- Google Ads
- Meta Ads

Head of GTM Strategy

Finestel — Wealth Management SaaS (Contract)

Apr 2024 - Jul 2024

Istanbul (Remote)

Designed and executed GTM strategy for a Turkey-based copy-trading platform with global scope.

› Built the GTM motion to acquire high-tier Master Traders as anchor customers

› Designed the B2B funnel end-to-end: ICP, outbound, messaging, and onboarding handoff

› Positioned against Binance Copy Trading, Bybit, and 3Commas with a differentiated value prop

Senior Marketing Manager

HippoWallet — Non-custodial Crypto Wallet

Jul 2023 - Apr 2024

Dubai (Hybrid)

Joined the team that pivoted to launch HippoWallet, a non-custodial crypto wallet and the HPO token.

› Built performance-driven acquisition funnels across MENA and SEA

› Reduced CAC by **38%** through segmentation, retargeting, and localized content

› Grew Telegram community engagement **5x** with content and lifecycle strategy

› Drove **+22%** retention through in-app UX improvements

Digital Performance Director

Excoino — One of Iran's Largest Crypto Exchanges

Jul 2022 - Jul 2023

Tehran

Oversaw performance marketing and growth strategy for one of Iran's largest crypto exchanges.

› Initiated funnel optimization that lifted app install rate by **+31%**

› Launched SEO restructuring across **140+** optimized pages

› Built marketing automation (email + push) on ActiveCampaign

Senior Digital Marketing Manager

Khodro45 — Iran's Largest Car Trading Platform

Feb 2020 - Sep 2022

Tehran

Led digital marketing and growth for one of Iran's largest car trading platforms.

› Scaled inbound traffic through SEO and Google Ads, reducing average CPC by **47%**

› Led rebranding and new UX strategy, lifting lead conversions by **29%**

› Managed a 7-person in-house team across content, paid, and analytics

Marketing Manager

Pulsein — On-demand Home Services

May 2018 - Feb 2020

Tehran

Led marketing for an on-demand home services marketplace. Acquired 24,000 active paying customers through CAC-driven channel strategy and a landing page system built from zero.

Digital Marketing Manager

ADNEGAH — Marketing Agency

Jan 2017 - May 2018

Tehran

Ran parallel digital advertising projects, managing campaigns for top-tier brands including Digikala, Modisesh, and Bamilo.

Senior Digital Marketer

NetBarg — Daily-deal & Group-buying Platform

Dec 2015 - Jan 2017

Tehran

Senior digital marketer at Iran's pioneering daily-deal platform. Owned landing page strategy, web content, and acquisition campaigns in Iran's earliest e-commerce category.

DETAILS

EDUCATION

BSc Computer Science

Ferdowsi University of Mashhad

LANGUAGES

Persian — Native

English — Professional

BASED IN

Tehran / Istanbul

ALSO

Speaker & writer on growth and the operator's mindset in fintech & crypto.